



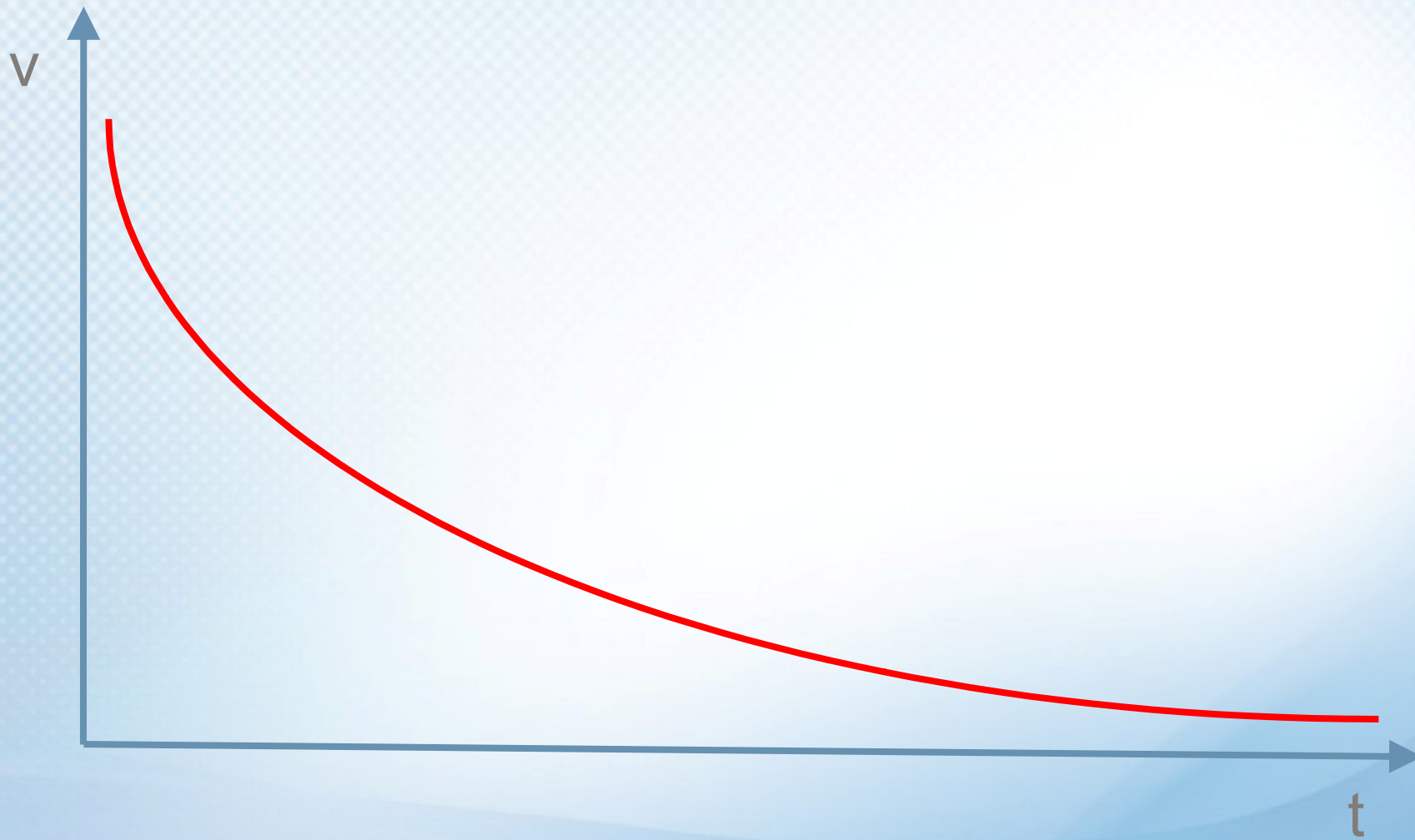
# **ECHANGEUR**PME

Paris Ile de France

Christophe Lauer – <http://blogs.msdn.com/clauer>

Besoin ? Intention ?

# Valeur de l'information



# Web 2.0 ?

- User Feedback
- Architecture of Participation
- Harnessing Collective Intelligence
- Flexibility to Change

# Web 2.0 ?



## Alcohol Improves my Foreign Language!

Size: 90,878 members  
Type: Just for Fun - Outlandish Statements  
Network: Global  
New: 437 More Members, 1 Board Topic, 13 Wall Posts



## Les sms qu'on envoie bourré et dont on a honte (quand on s'en souvient)

Size: 63,513 members  
Type: Common Interest - Friends  
Network: Global  
New: 440 More Members, 2 Board Topics, 15 Wall Posts



## J'écris mes SMS dans un français grammaticalement correct ...

Size: 33,634 members  
Type: Just for Fun - Inside Jokes  
Network: Global  
New: 489 More Members, 20 Wall Posts



## J'ai un humour de merde et j'assume

Size: 27,078 members  
Type: Just for Fun - Inside Jokes  
Network: Global  
New: 106 More Members, 12 Wall Posts



## Ceux à qui on demande souvent : "mais c'est quoi exactement ton métier ?"

Size: 22,688 members  
Type: Business - Employment & Work  
Network: Global  
New: 133 More Members, 13 Wall Posts



## Unlike 99.9999999999% of the Facebook population, I was born in the 60s.

Size: 6,380 members  
Type: Common Interest - Age  
Network: Global  
New: 35 More Members, 5 Wall Posts

# Web 2.0 ?

**dogster**  
For the Love of Dog

LOG IN

CELEBS ✓ PRIZES ✓ BEAUTY ✓  
FASHION ✓ HEALTH ✓ FOOD ✓

Add a Dog | My Account | Breed Info | Dog Manual | Answers | Local | Blogs | Forums | Groups | Gifts | Ad

Enter Search Terms Search Dogster SEARCH More Search Options ▾

- My Account (+)
- Messages (+)
- See the Dogs! (+)
- Adoption (+)
- Community (+)
- Answers (+)
- Local Listings (+)
- Watch Videos (+)
- Resources (+)
- Read Diaries (+)
- DogsterPlus (+)
- Dogster Store (+)
- Dogster Info (+)
- Visit Catster (+)

### Dog of The Week

NEW! See All "Dog of the Week" Winners

*This pooch rules the pack ... until next week!*

#### Mamie Pug/Miniature Pinscher Female 14 Years



[Tell a friend about Mamie!](#)

[See the full page for Mamie!](#)

**Smile Mamie, you're Dog of the Week!**

*A new **Dog of the Week** is selected roughly every seven days by a secret canine cabal that securely notifies HQ by one-of-the-kind barkogram technology that came to us one night in a dream. Since every dog on Dogster is "Best In Show," you never know what is going to put a pooch over the top. Could be Best Looking Mutt, Cutest Ears, Dirtiest Paws, or even Least Photogenic. May the best dog win ... until next week.*

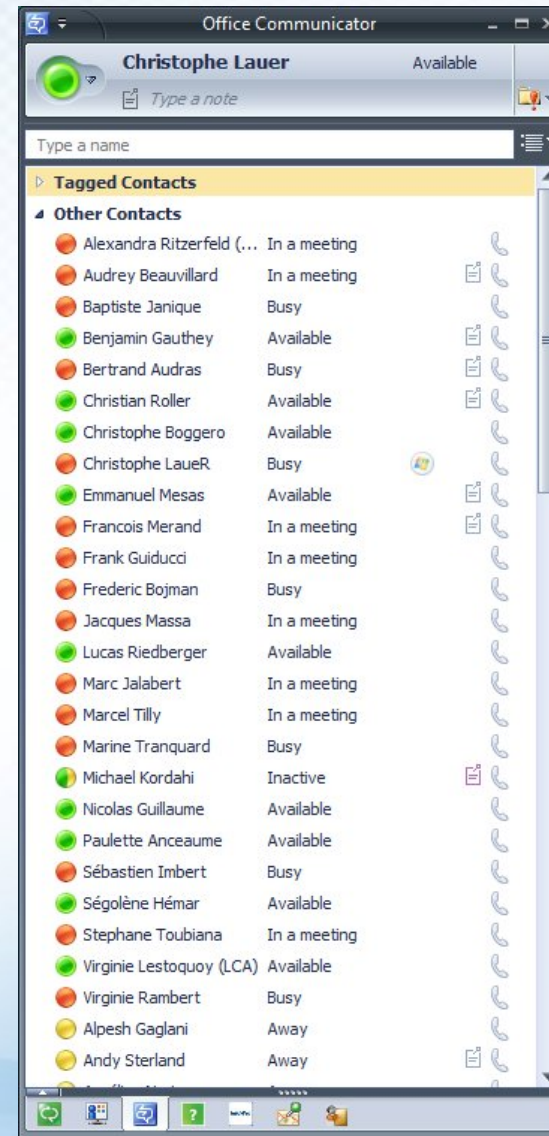
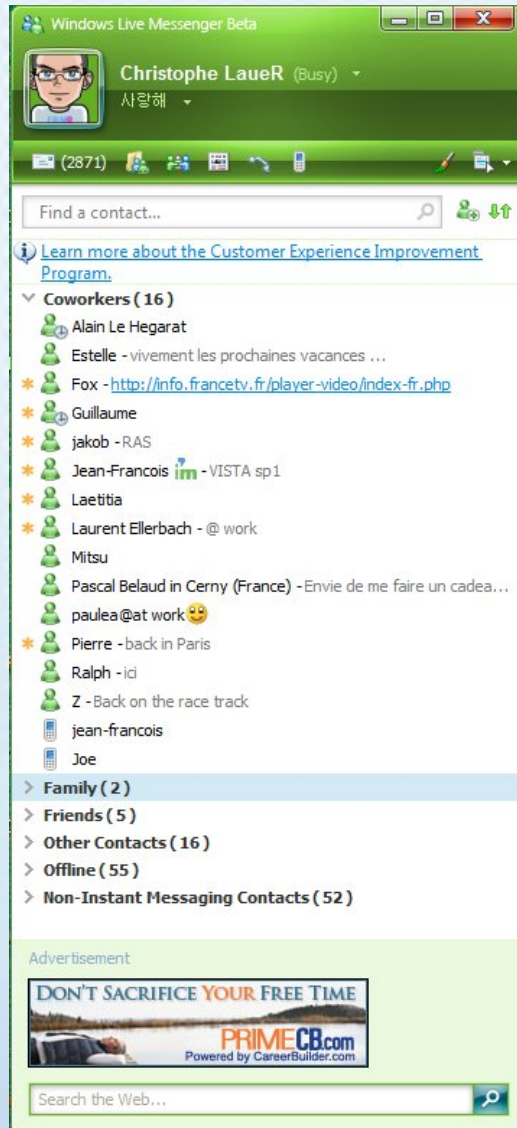
[join us](#) | [about](#) | [faq](#) | [news & updates](#) | [advertise on dogster](#) | [contact dogster](#)  
[community guidelines](#) | [site map](#) | [privacy policy](#) | [terms of service](#)

Entreprise 2.0  $\neq$  Web 2.0

Similarités mais différences

Similarités mais différences

# IM : Messenger vs Communicator



Ce qui ne change pas

Power to the User  
User is in control

# Ce qui change

Contraintes légales  
Besoin de sécuriser  
Accès au graphe social

# Sur Microsoft Corpnet...

The screenshot shows a Windows Internet Explorer browser window displaying a Microsoft My Site profile for Christophe Lauer. The browser's address bar shows the URL <http://myemea/Person.aspx?accountname=EUROPE\clauer>. The browser's toolbar includes various search engines and utility buttons. The page content is organized into several sections:

- My Site:** Includes navigation links for "My Home" and "My Profile", and a search bar for "This Site: Christophe Lauer".
- Profile Header:** Features a profile picture of Christophe Lauer, his name, and a "As seen by: Everyone" dropdown menu.
- Biography:** A short bio: "Christophe Lauer: Business Development Manager with Web Agencies. I do act primarily as a PAM for Web Agencies in Depth, and also have some goals on the Breadth."
- Details:** Lists HR Classification (Evangelism, Technology Evangelist, Developer), MS Company (MICROSOFT FRANCE), Current Projects (Become a Rock Star!), and Skills (Web trends and usage, Web development and platforms, various technologies...).
- Organization Hierarchy:** Shows a tree structure starting with Thomas Defaye, DPE PARTNER & LSE LEAD, and listing Christophe Lauer as a member of WEB PARTNERS BDM/EVANGELIST, along with other team members like Dominique Pochat, Laura Guillemain, Lubomira Rochet, Pierre-Louis Xech, Stephane Crozatier, and Xavier Courchinoux.
- Contact Information:** Provides work email (clauer@microsoft.com), backup contact (Thomas Defaye), assistant (Paulette Anceaume), MS Fax (33 1 69 86 66 60), and address (LES ULIS-PAPIL/P 1043, 18 avenue du Quebec, Les Ulis, 91957, FR).
- Custom Properties:** Includes a status message: "This is \*not\* my Twitter status. Go check there --> <http://twitter.com/clauer>".
- Availability:** Shows a calendar icon and the text "Currently Free. Busy at 1:00 PM".
- Documents:** A list of documents with "BluePortal" selected, and a note: "Go to BluePortal. There are no items to show in this view."
- In Common with You:** A section explaining that other people who view the page will see things they have in common, such as "First manager you both share", "Colleagues you both know", and "Memberships you both share".
- Memberships:** Lists various groups and teams, including MS SARL Evangelist and DRG, French DPE Partner Group, French Web VAP Virtual Team, MS SARL OSS-Linux Task Force, French LSE Virtual Team, French Divercity, Fréquence (geek) MSDN, FR webTrends, Cost Center 29175, DPE VAP Evangelist, and a link to "Show 80 additional memberships".
- SharePoint Sites:** Lists sites like frtrystar, BluePortal, French FG MSDN WebTV, Mix France 07, France MSDN Headlines, La Lettre des Architectes, and Expression.
- Links:** Includes a "General" section with "My Blog at Microsoft France" and "Add Link" / "Manage Links" options.

The browser's status bar at the bottom indicates "Local intranet | Protected Mode: On" and "100%" zoom level. A small error message "Error on page." is visible in the bottom left corner.

# Sur Microsoft Corpnet...

The screenshot shows a Windows Internet Explorer browser window. The address bar displays the URL `http://my/sites/stevesi/Blog/default.aspx`. The browser's toolbar includes various icons for navigation and search. The page content is from a blog titled "SteveSi's Office Hours" and features a post dated 8/27/2008 with the title "Engineering Windows 7 Blog -- How to Participate". The post text discusses the blog's purpose and provides guidelines for participation. A sidebar on the left contains navigation links such as "Internal", "Live Experiences", and "Management". The bottom of the browser window shows a status bar with the text "Local intranet | Protected Mode: On" and a zoom level of "100%".

Home - SteveSi's Office Hours - Windows Internet Explorer  
`http://my/sites/stevesi/Blog/default.aspx` Live Search

Links Sytadin Hotmail Google Google Reader Twitter CLauer's Blog Flickr! Save to Delicious S'abonner via GReader... My Delicious

Steve Sinofsky > SteveSi's Office Hours Welcome Christophe Lauer | My Site | My Links |

## SteveSi's Office Hours

This Site: SteveSi's Office Hours

**Categories**

- Internal
- Live Experiences
- Management
- Office Hours
- FAQ
- Products
- Windows Experience
- Search
- Internet Explorer
- Planning

**Other Blogs**

- Steven's TechTalk on MSDN
- Ray Ozzie's Weblog
- Blog Maverick

**Links**

- Images
- All Posts
- Attachments

**RSS Feed**

The official home of Steven Sinofsky's blog on Windows and Windows Live.  
8/27/2008

### Engineering Windows 7 Blog -- How to Participate

I hope folks have noticed that we kicked off the external blog on "Engineering Windows 7" (along with local translations also provided by members of the dev team). We've been overwhelmed with words of support, and of course some very specific feature suggestions, for Windows 7. It is super fun to be out there talking about the path to Windows 7.

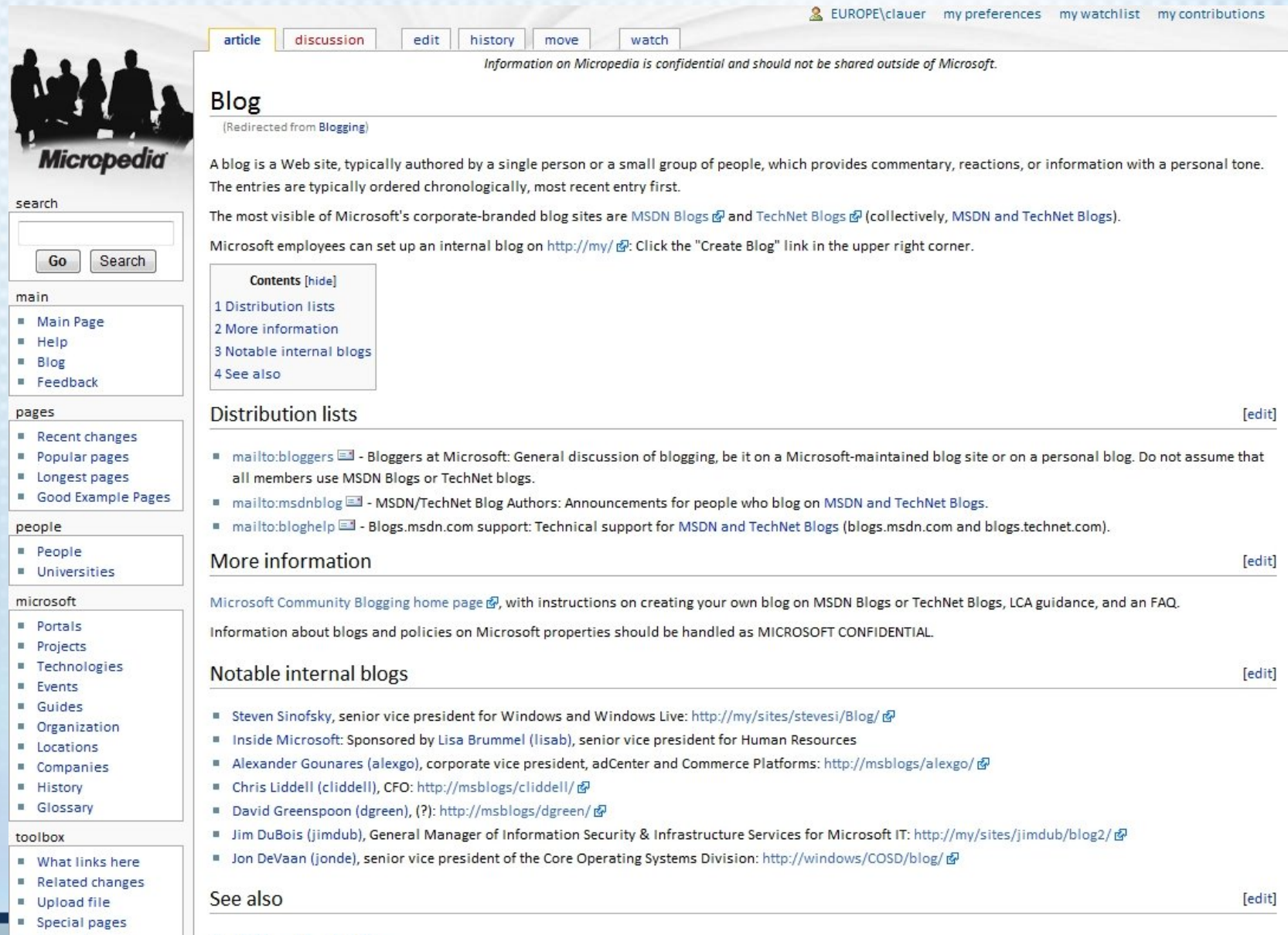
It seemed like a great idea to have folks with the team on how things that have come up with a bit.

How do I participate? If you want to participate by writing a post, then you can contact me, provide a link to your work with a suggestion, this one of us can help with it and guide you to something that fits the criteria of the blog. We do encourage you to also participate in the comments if you feel you can help to enlighten, without discussing features and Windows 7 work. For the 30 Blog (which is a community well respected) Tony (Chris provided some guidelines for the team which I wanted to include here (which I have published a bit).

- Identify yourself as being from Microsoft typically in our forums, the means adding "[MSFT]" after your name, eg. "Tony Ozzie [MSFT]". We may have the problems if you're to help the fact you're from MS and it comes out later.
- Remember that everything you say will be considered as the official word from Microsoft and the 30 team. There is no such thing as a disclaimer if you work for Microsoft then you speak for Microsoft if you are speaking about technology (not just the product you work on).
- Be honest, polite, and modest - no boasting, challenging, or antagonizing others. This can be hard since some those providing comments can be quite harsh as do you know - don't take the bait. If you can't talk honestly, politely, and modestly, don't post.
  - Courtesy is a great thing in following competitors, their products, or their employees on their own community.
- Get your facts right. If you're not sure, check first or don't post. Generally, get your facts right.
- We don't have to answer every question or address every comment/issue. In fact, we don't feel the need to address everything we see and hearing a "blatant" and a "blatant" means you sometimes just leave and don't use the blog to play back what we've heard (as you will see regarding the next post on performance), but not necessarily to address every concern, request, observation.
- There is a need for the blogger community to make up of the best (and best opportunities) of what we do. They do need more information and details than any other audience. In the same time they are not necessarily representative of the broader user base. So from feedback, while anonymous, valuable is not necessarily the right perspective or even best Microsoft. However, because this audience is so

Local intranet | Protected Mode: On 100%

# Sur Microsoft Corpnet...



The screenshot shows a Microsoft Wiki page for 'Blog'. The page is part of a larger site, as indicated by the 'Micropedia' logo and navigation links in the top left. The top right corner shows user information for 'EUROPE\clauer' and links for 'my preferences', 'my watchlist', and 'my contributions'. The page has a tabbed interface with 'article' selected. A warning message states: 'Information on Micropedia is confidential and should not be shared outside of Microsoft.' The main content area is titled 'Blog' and is a redirect from 'Bloggling'. It defines a blog as a website typically authored by a single person or a small group, providing commentary or information with a personal tone. It lists Microsoft's corporate-branded blog sites: MSDN Blogs and TechNet Blogs. It also mentions that Microsoft employees can set up an internal blog on <http://my/>. A 'Contents' box lists: 1 Distribution lists, 2 More information, 3 Notable internal blogs, and 4 See also. The 'Distribution lists' section includes: 

- <mailto:bloggers> - Bloggers at Microsoft: General discussion of blogging, be it on a Microsoft-maintained blog site or on a personal blog. Do not assume that all members use MSDN Blogs or TechNet blogs.
- <mailto:msdnblog> - MSDN/TechNet Blog Authors: Announcements for people who blog on MSDN and TechNet Blogs.
- <mailto:bloghelp> - Blogs.msdn.com support: Technical support for MSDN and TechNet Blogs (blogs.msdn.com and blogs.technet.com).

The 'More information' section points to the 'Microsoft Community Blogging home page' and notes that information about blogs and policies on Microsoft properties should be handled as MICROSOFT CONFIDENTIAL. The 'Notable internal blogs' section lists several employees and their blog URLs: 

- Steven Sinofsky, senior vice president for Windows and Windows Live: <http://my/sites/stevesi/Blog/>
- Inside Microsoft: Sponsored by Lisa Brummel (lisab), senior vice president for Human Resources
- Alexander Gounares (alexgo), corporate vice president, adCenter and Commerce Platforms: <http://msblogs/alexgo/>
- Chris Liddell (cliddell), CFO: <http://msblogs/cliddell/>
- David Greenspoon (dgreen), (?): <http://msblogs/dgreen/>
- Jim DuBois (jimdub), General Manager of Information Security & Infrastructure Services for Microsoft IT: <http://my/sites/jimdub/blog2/>
- Jon DeVaan (jonde), senior vice president of the Core Operating Systems Division: <http://windows/COSD/blog/>

The 'See also' section is currently empty.

**Merci !**

*Microsoft*<sup>®</sup>

*Your potential. Our passion.*<sup>™</sup>